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ABSTRACT

The new realities of today's postcorporate world and the new rules for achieving success were examined through a study of the career progress of a sample of 115 individuals who graduated from Harvard in 1974 with a Master's of Business Administration. The members of the study sample completed yearly questionnaires between January 1975 and 1992. The survey responses were analyzed and compared to the findings of six similar studies that were conducted over the same time period but with more diverse groups of individuals. It was discovered that globalization of markets and competition are rendering the old career paths and rules for career success ineffective. It was concluded that to be successful in today's postcorporate world, individuals must adhere to the following rules: do not rely on convention; continue to monitor globalization and its consequences; move toward the small and entrepreneurial and away from the big and bureaucratic; help big business from both outside and inside; lead in addition to just managing; wheel and deal if possible; increase personal competitive drive; and realize that lifelong learning is increasingly necessary for success. (The book contains 152 endnotes and 28 exhibits.) (MN)

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